

SUBMISSION INSTRUCTIONS FORM

VOLUNTEERS IN ACTION:

10 tips for *Echoes* submissions that can Motivate, Inspire & Empower

- 1** Concentrate on the important elements: what, where, when, who and how.
- 2** Submissions that are vague or contain little information are less interesting. Go into some detail. Let us know what you did. Let us know exactly what you did. Tell us why your project or event was significant.
- 3** Show us how your chapter reached out to the community. We love submissions that show IODE women reaching out and involving non-IODE members, youth, seniors, other service organizations and even animals!
- 4** Include your name, address, phone number and e-mail address so we can contact you if necessary.
- 5** We love photos, especially action shots! Photos that illustrate the work that was done and that show people doing something are more interesting for *Echoes* than photos of people simply standing around.
- 6** Send us hard copies of photos or email us digital files. Do not send negatives, photos printed on newsprint, scanned newspaper picture or clippings from the newspaper for inclusion in *Echoes*. (By the way, newspaper clippings are most welcome for Public Relations files at National.) Do not send photos printed out on your home printer, as they won't reproduce well. If it was taken with a digital camera, then please e-mail us the photo or send us the photo on disk.
- 7** Photos submitted via e-mail should be sent in JPEG or TIFF file formats and must be high resolution (300 dpi). If you don't know what this means, send us a hard copy instead. E-mail submissions are preferred as they save us scanning charges.
- 8** Please include the first and last names of people who appear in the photo. Put the names in order from left to right.
- 9** *Echoes* editorial policy does not permit publishing photos of cheque presentations, birthday pictures and presentation of year pins or life memberships. Find creative ways to picture such occasions. For example, photograph chapter members pushing a young child in a wheelchair like the one your donation will be used to purchase.
- 10** Submit the kind of story you would enjoy reading! Get it in quickly after your event. Remember, if you don't send it in, we can't report it! Above all, have fun!

Mail submissions to:

IODE Canada
40 Orchard View Blvd., Suite 254
Toronto, Ontario M4R 1B9

Or e-mail: iodecanada@bellnet.ca

EXAMPLE OF A *POOR* SUBMISSION



XYZ Chapter recently worked together on a plant sale. We did some stuff. We also raised some money. The money was for some stuff. Here's a picture. Whatever.

▲ The photo was printed out on a printer, then scanned back into the computer, giving it a blurry, washed-out look. It is unexciting and says nothing about the work done.

HOW TO *IMPROVE* THIS SUBMISSION

Describe the history or significance of the event. Why did you do what you did – how was it filling a need in your community?

Let us know exactly what you did. Inspire readers with your hard work and efforts.

Exactly how much money did you raise? And what did you do with it?

Be excited! Your spark and enthusiasm will inspire others.



▲ This photo was used in its original form as a digital file-producing a clearer, higher quality picture. It is more of an action shot showing women hard at work, in this case, with non-members.